

ABSTRACT

Title: Customer satisfaction with services of Domyno sport-relax center

Objectives: The goal of this bachelor thesis is to find out how much the customers are satisfied with the current services, which are offered by Domyno sport-relax center, to do a marketing research with using a questionnaire and then to use the results of the research to make a suggestions for changes, which would improve the quality of their services to satisfy their customers' needs.

Methods: There was used a quantitative research to collect the data, concretely interviewing, which was focused on the customer satisfaction with the offered services. The collecting of data was held in Domyno center for 3 days.

Results: Results of the questionnaire are interpreted and displayed in the tables and graphs in the results' section of this bachelor thesis. The customer biggest satisfaction is with the beach volleyball and the aerobic exercise H.E.A.T. The best under reviewed supplement service is the reservation system. At the end of this bachelor thesis I used the interview results to suggest some changes, which would improve the service quality in Domyno sport-relax center.

Keywords: marketing, customer, service, service quality, customer satisfaction